



FOR IMMEDIATE RELEASE

**INVIDA REPORTS ON SUCCESSFUL SURVEY RESULTS FROM
“ASIAN SCAR FORUM 2010” HELD IN CHINA**

***Physician Forum Will Help Overall Improvement in Scar Management in Asian Markets and
Drive Adoption of Dermatix®***

Singapore – January 10, 2011 – In a successful effort to increase awareness for evidenced-based scar management throughout Asia Pacific, Invida recently hosted the “Asian Scar Forum 2010” in Shanghai, China, attended by over 80 leading physicians. Further, Invida sponsored a pan-Asian speaking tour for leading plastic surgeon, Dr. Thomas A. Mustoe, Professor of Surgery and Chief of the Division of Plastic and Reconstructive Surgery of the Northwestern University Medical School in Chicago, Illinois, U.S.A. Invida Group, the leading specialty biopharmaceutical company focused on the commercialization of healthcare products throughout Asia Pacific, developed this educational program in support of Dermatix® and Dermatix® Ultra, two of its leading dermatology products.

The “Asian Scar Forum 2010” included keynote speakers from around the world to present and discuss optimal measures for scar prevention, management and treatment with over 80 plastic surgeons, dermatologists and OB/Gyns. Key opinion leaders also presented clinical information for Dermatix®, supporting its use as a first-line effective, evidenced-based scar management product.

A survey conducted after the session indicated that 100% of the participants felt that the information presented at the Forum would help lead to overall improvement of scar care in Asia. 88% of participants said that they would most likely use Dermatix® in future practice and 98% indicated that their expectations for the “Asia Scar Forum 2010” were met.

Commenting after the session, Dr. Mustoe said, “Dermatix is an important scar management product which has demonstrated efficacy in several human trials, and has a compelling rationale in terms of its mechanism of action. Effective scar management is one of the most important aspects of the treatment that I can provide to patients. This unique meeting provided an outstanding opportunity for me and my colleagues to create a dialogue and educate many physicians who are treating thousands of patients throughout Asia.”

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Invida launched Dermatix® throughout the region in 2009 and 2010, and since that time has seen the product become one of the flagships of its growing dermatology portfolio. While Asian markets comprise approximately 7-8% of the world's pharmaceutical market, the region already accounts for 23% of the world's dermatology market.¹ Thus, Invida's goal of providing products that meet the needs of Asian consumers has led the company to increase its focus on dermatology as a core element of its growing portfolio.

Sumeet Sud, Chief Marketing Officer for Invida, commented, "We are pleased to have the opportunity to host some of the leading clinicians in Asia for this dynamic forum and to provide key information on ways we can improve scar outcomes, and, ultimately, quality of life for patients in Asia. We were able to increase the awareness of optimal scar management for physicians and create a dialogue that will help to strengthen our relationships with physicians. Now, with the recent announcement of our alliance with Sinclair, we look forward to continuing to develop our dermatology portfolio and bringing additional important products to Asian consumers."

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About Invida Group Pte Ltd

Invida improves the lives of patients in Asia by commercializing differentiated pharmaceutical products of superior quality - the result of which will allow all Invida stakeholders to prosper. This is done through proven brand marketing and sales know-how, strong expertise across a number of key therapeutic categories and deep experience in all critical Asian markets. Comprehensive functional capabilities provide rapid market access delivered by passionate team of professionals.

With 4,000 employees in 13 markets in Asia Pacific, Invida operates across the commercial value chain from regulatory approval and product launch to lifecycle management. We manage a portfolio of proprietary healthcare brands as well as licensed products from small biotech firms and large multinational companies. Partnering is a critical component of Invida's business model. We collaborate closely with our partners in developing effective strategies and put our extensive experience behind maximizing the potential of the assets entrusted to us. For more information on Invida, please see www.invida.com.

¹ Source: Euromonitor

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